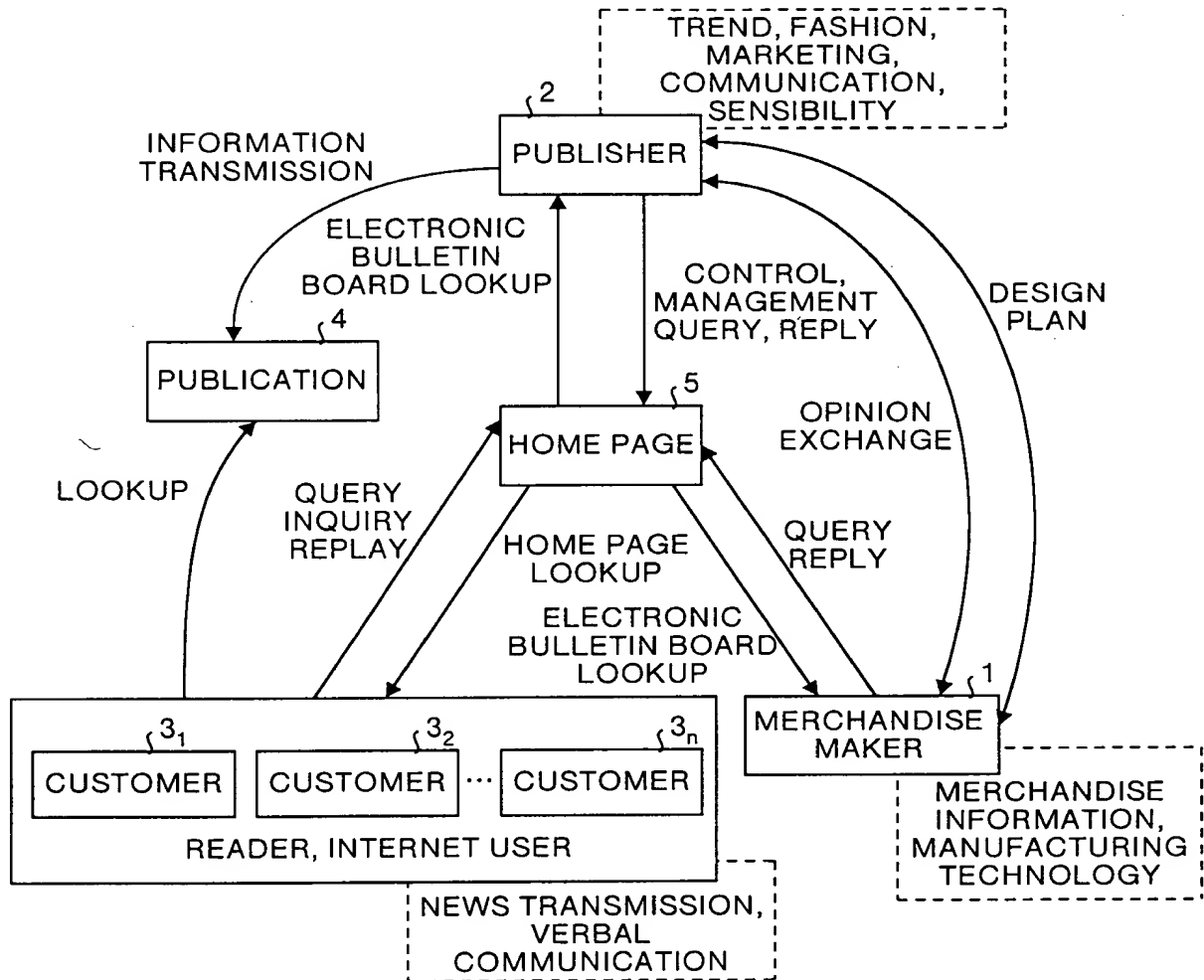


FIG.1



0012280" 2224960

FIG.2

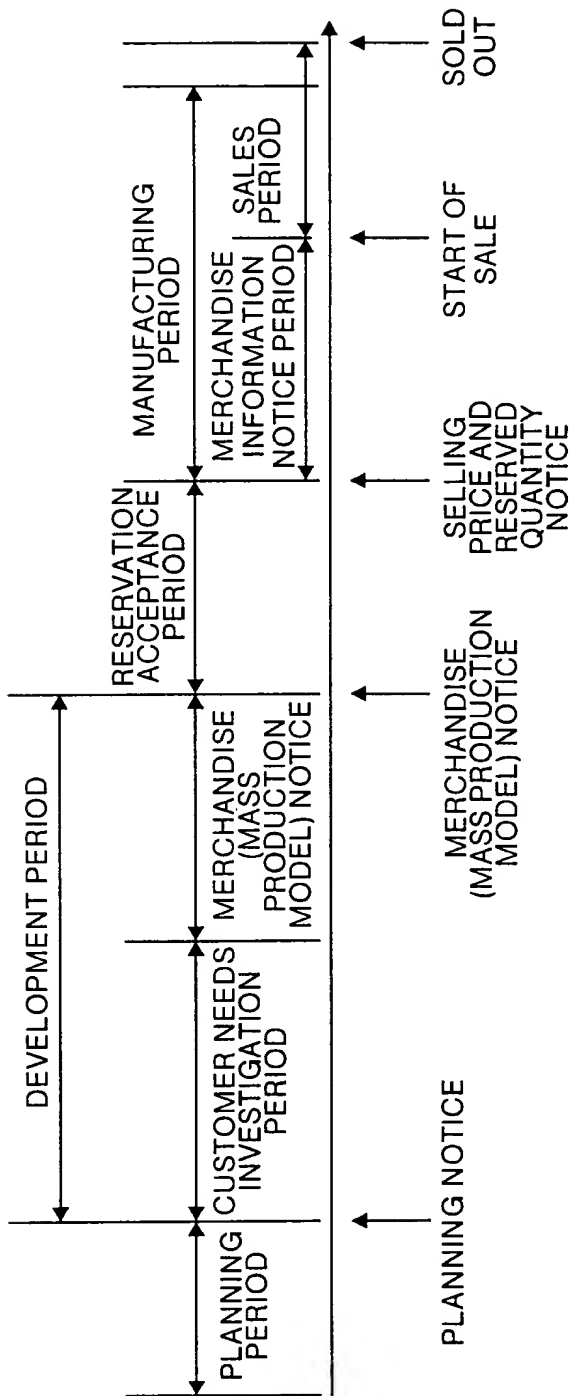


FIG.3

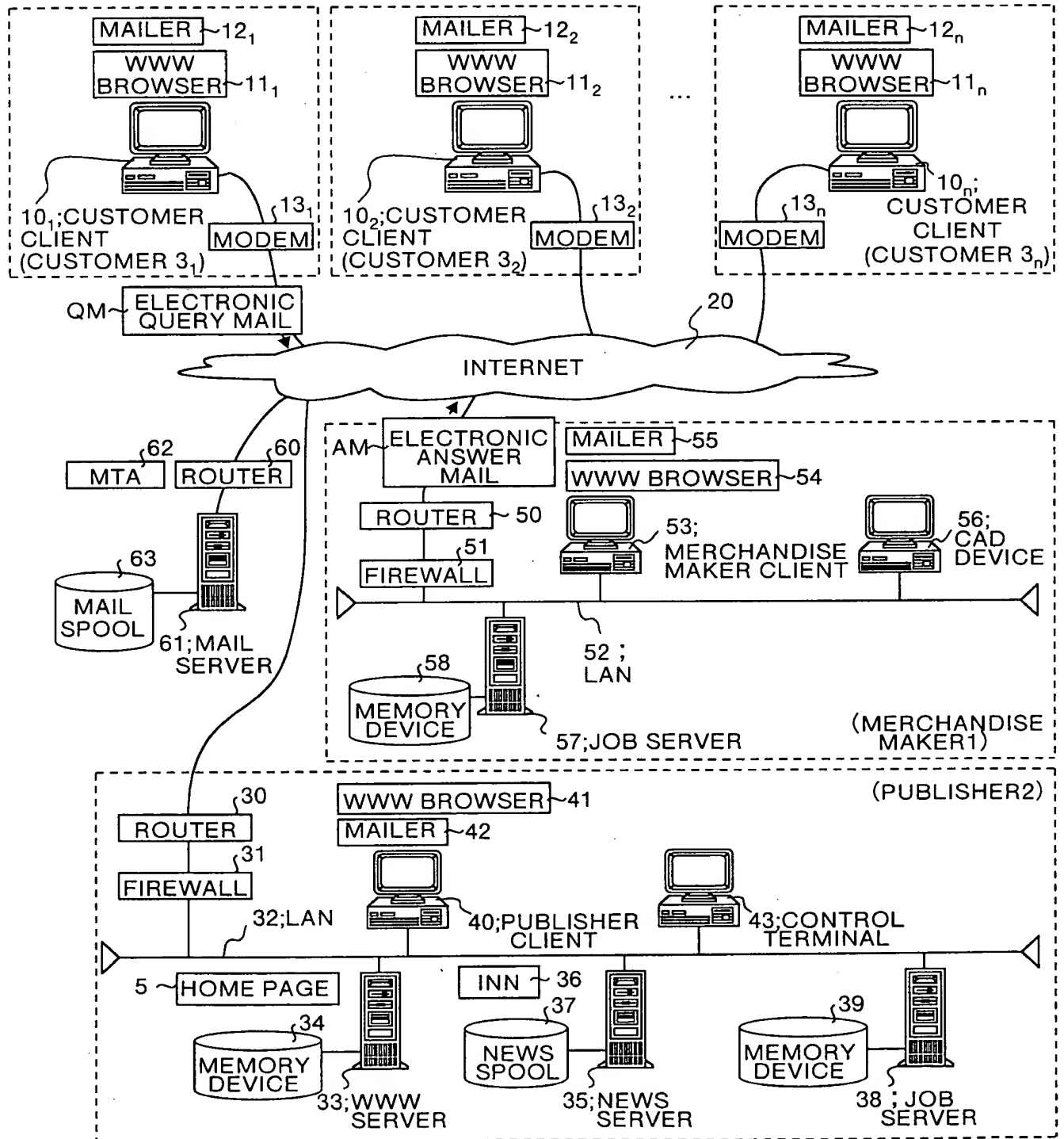
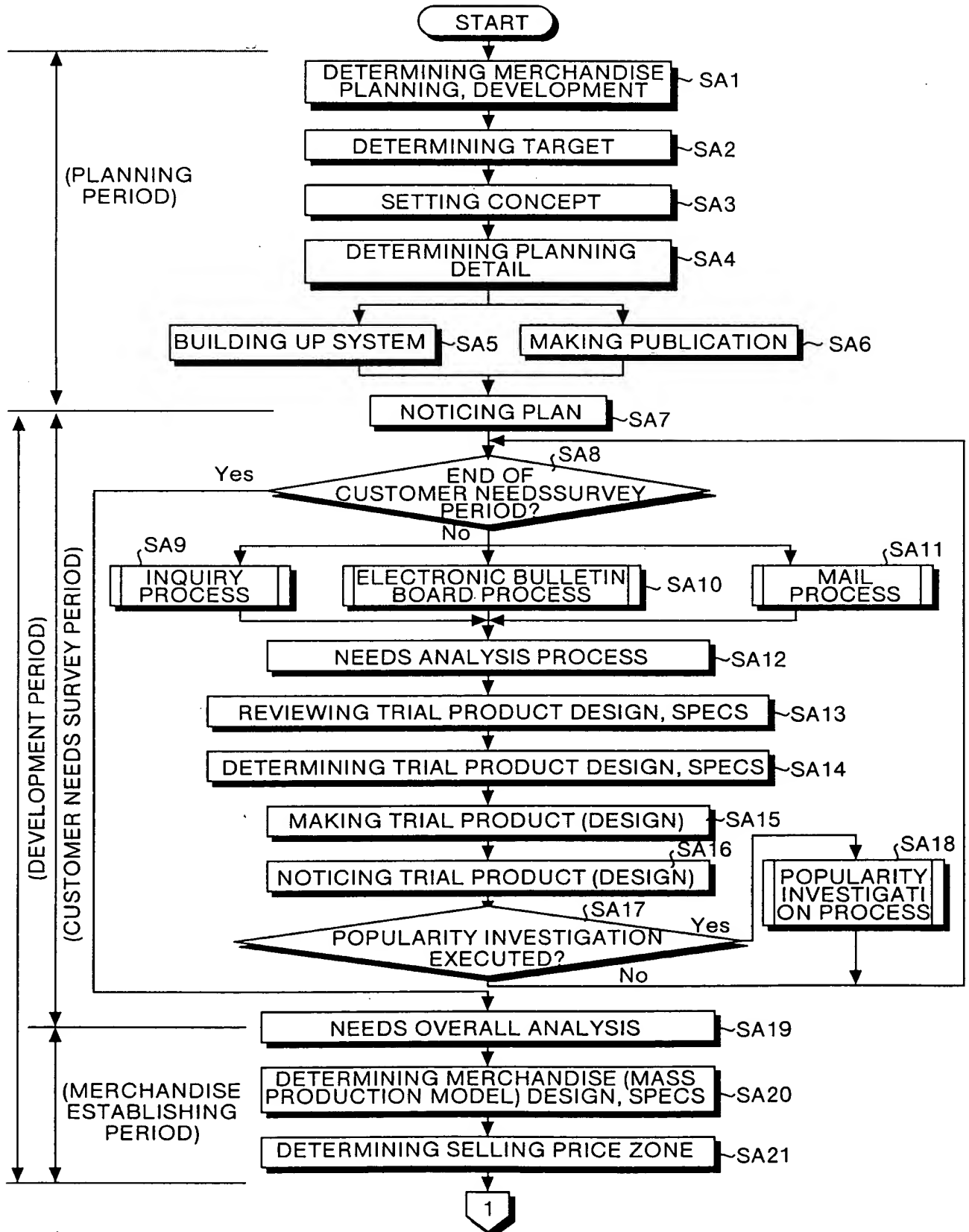
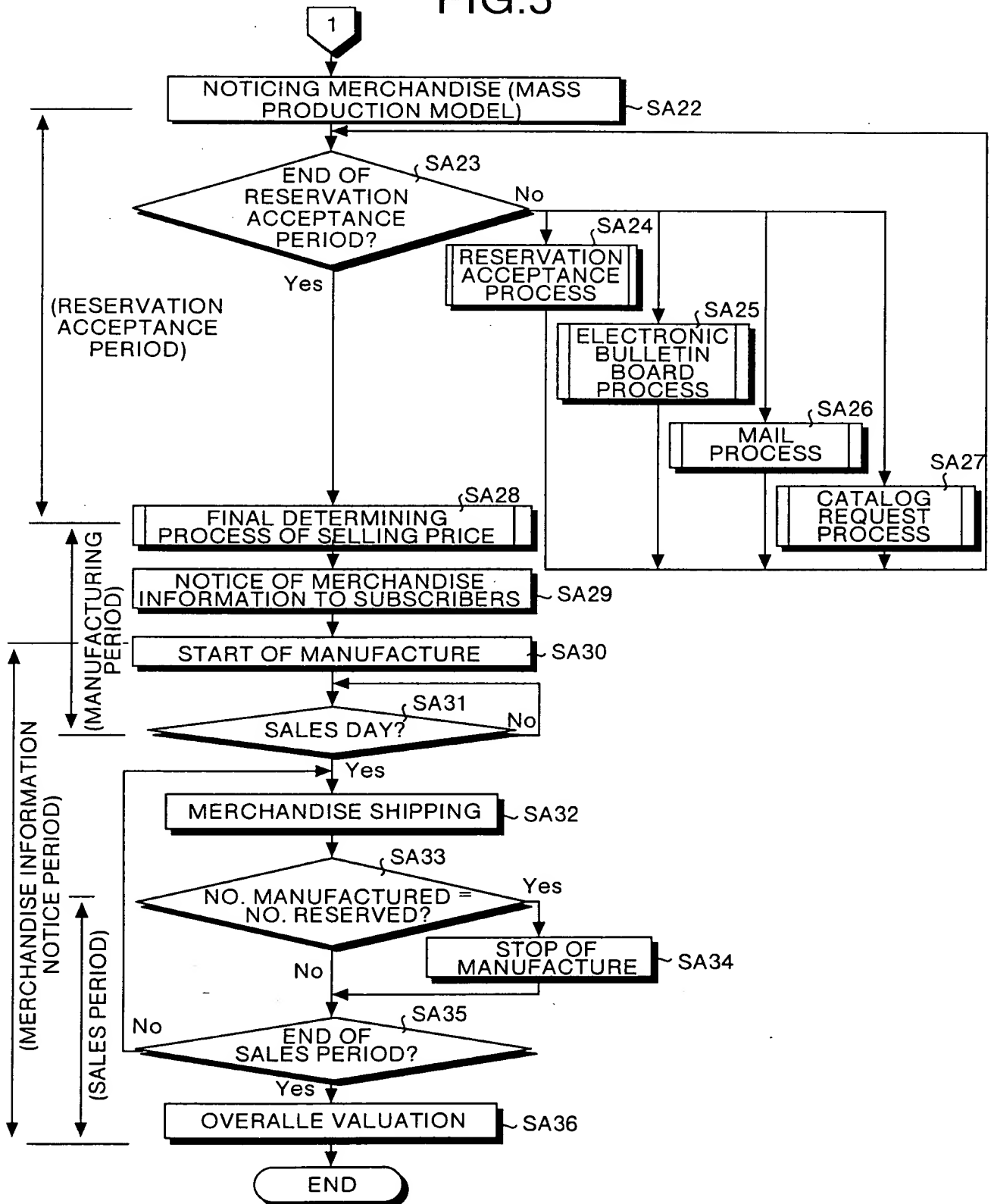


FIG.4



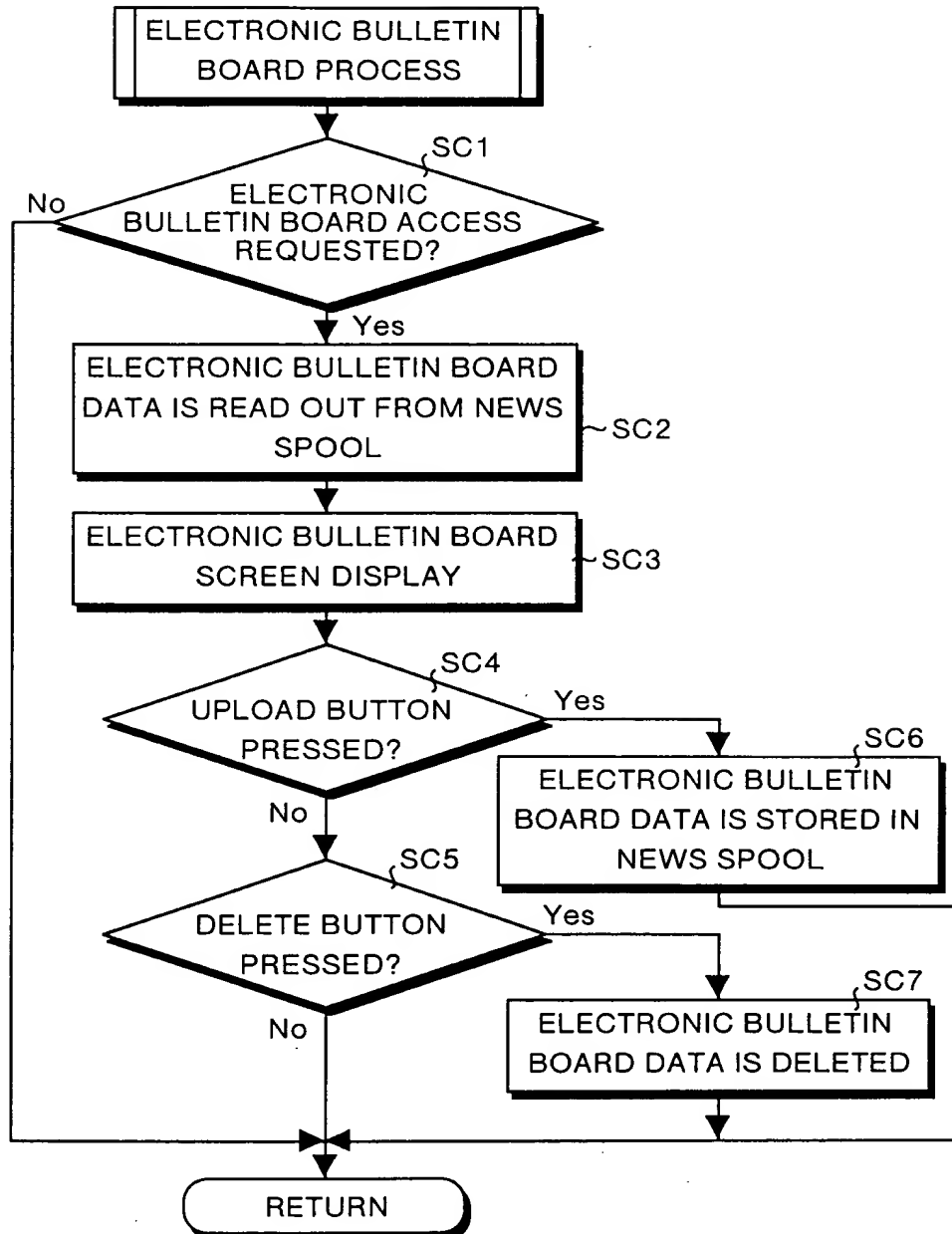
001230" 2224960

FIG.5



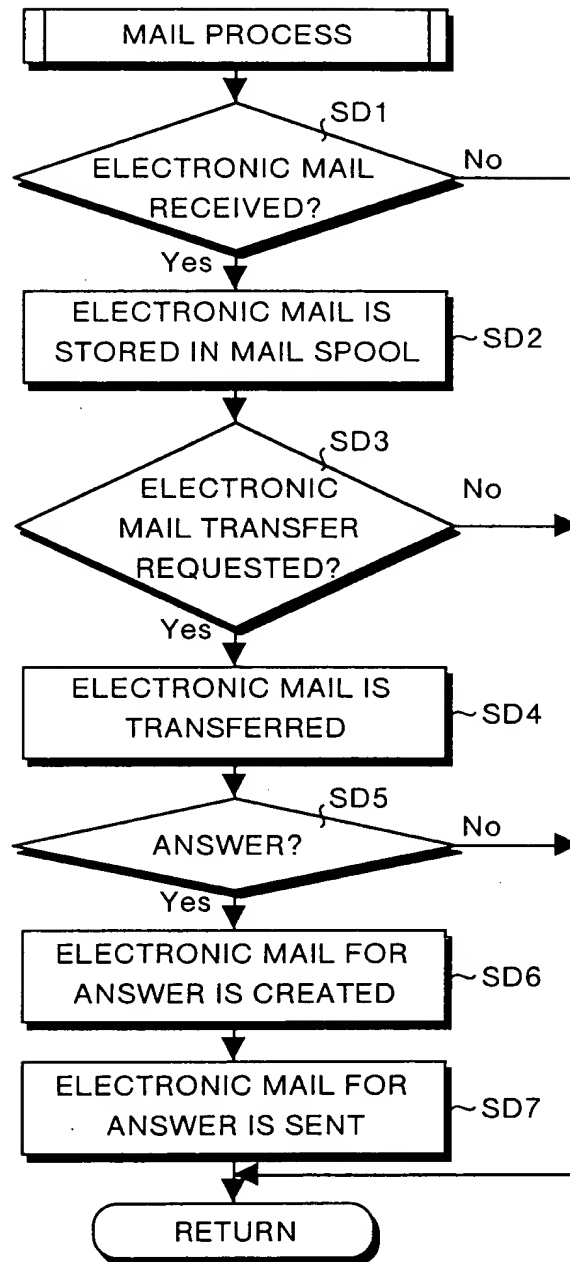
001280" 2224960

FIG.7



001280" 2224960

FIG.8



001280 2224960

FIG.10

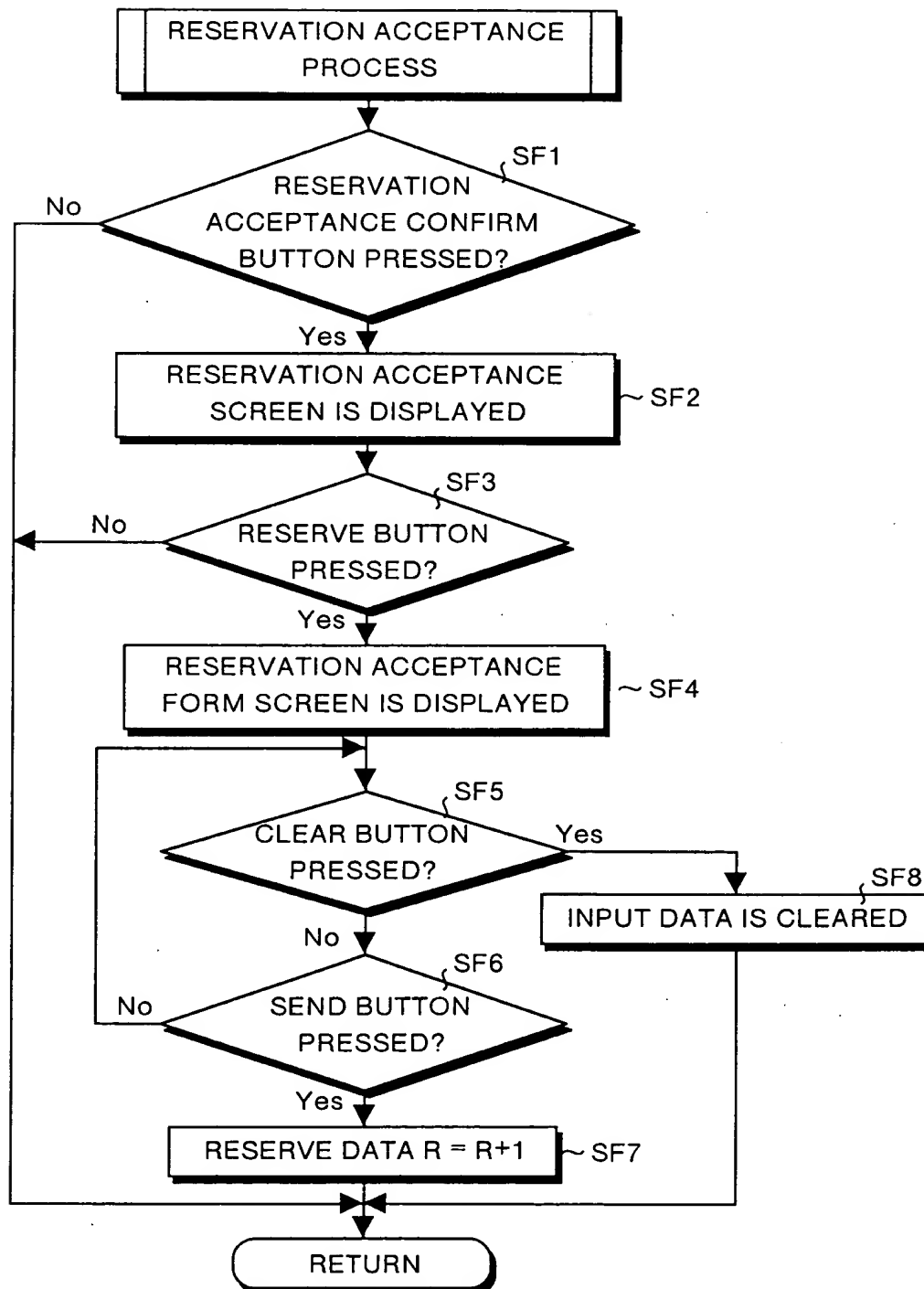
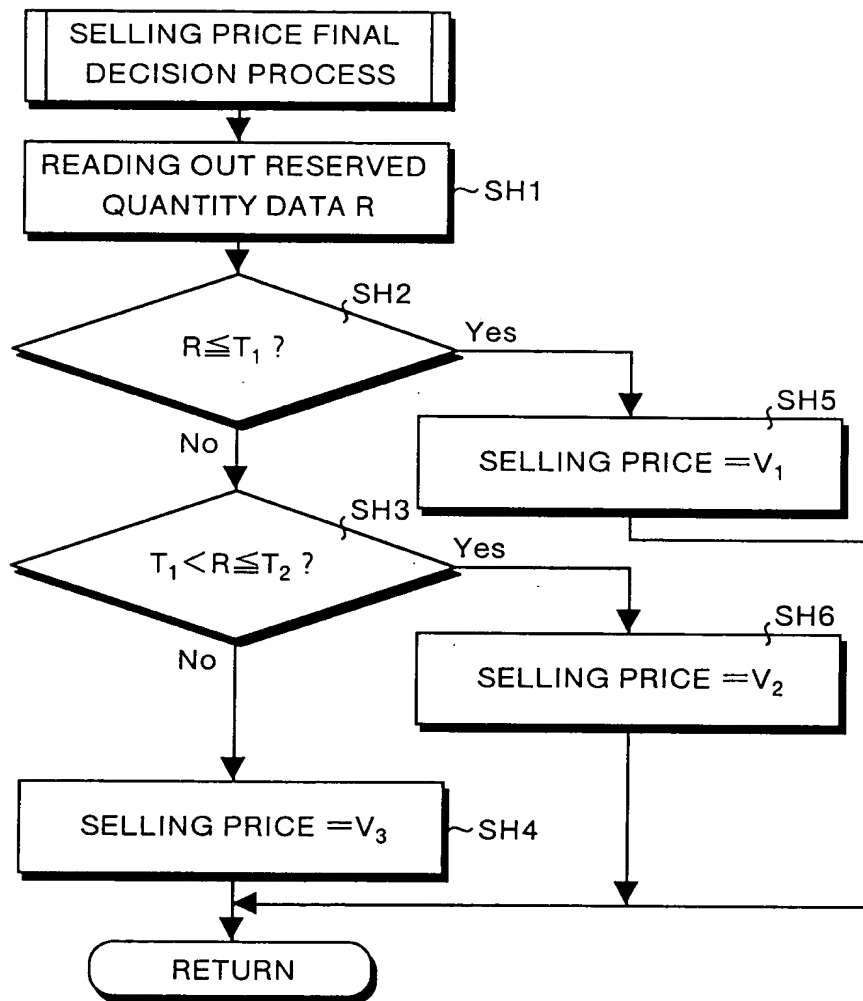


FIG.12



094227 08100

FIG.13A

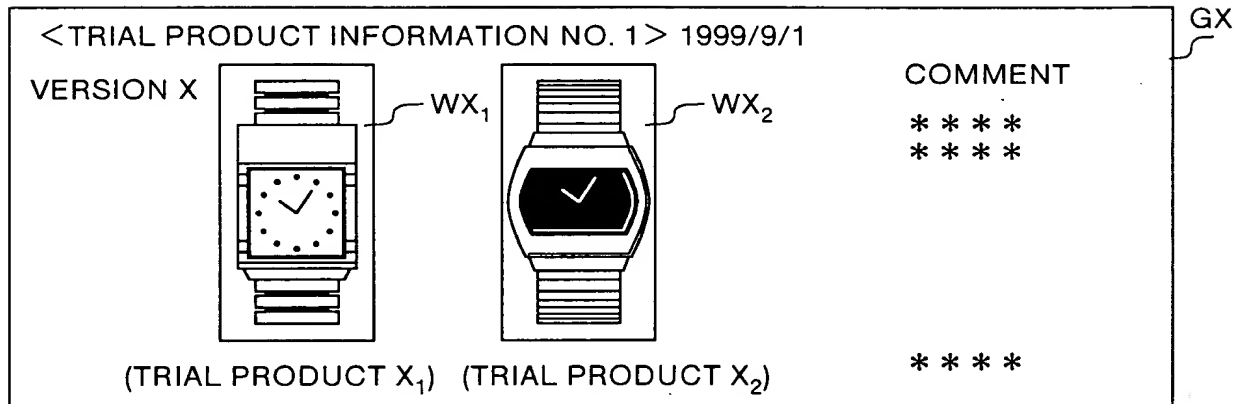


FIG.13B

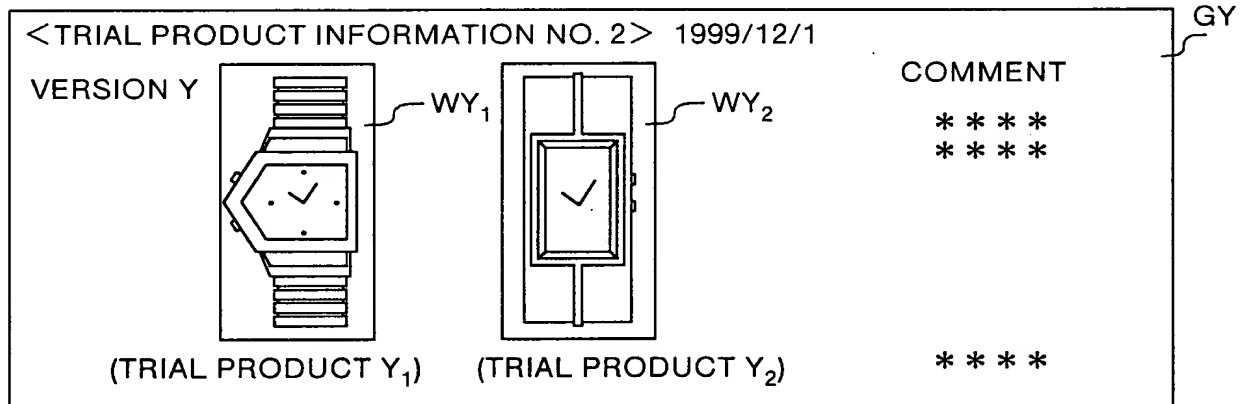


FIG.13C

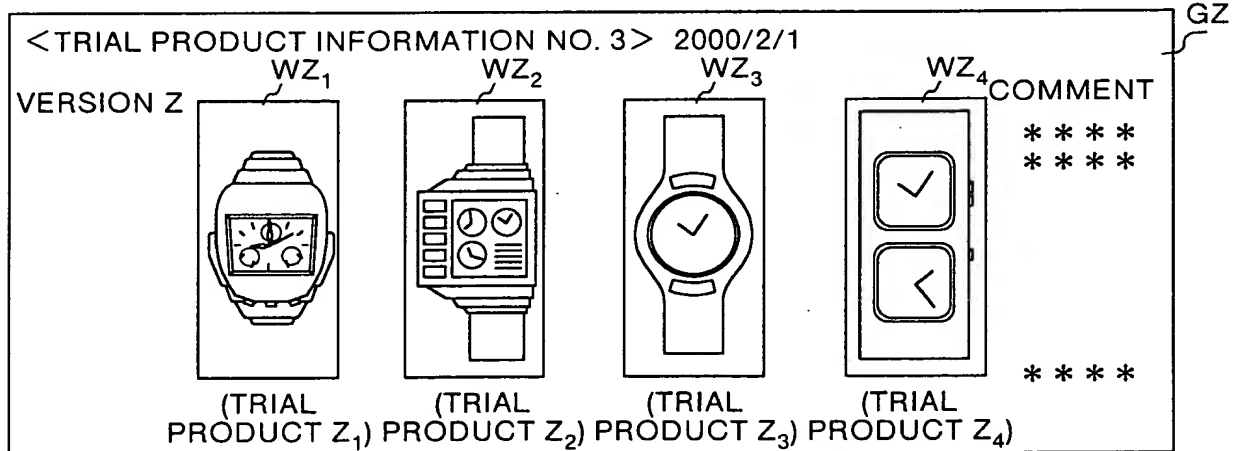


FIG.14

G₁

<ELECTRONIC BULLETIN BOARD>

● TITLE:

● CATEGORY: ▾

● NAME:

● SEX: ☐ MALE ☐ FEMALE

● AGE:

● PREFECTURE: ▾

● TYPE OF BUSINESS: ▾

● OCCUPATION: ▾

● E-MAIL:

WRITE YOUR OPINION ABOUT ...

▲

|

▼

71
72

70

No.555 2000/1/6 21:10:30	ABOUT DESIGN				
	DESIGN IN GENERAL				
	MALE	29	SAITAMA	PHARMACEUTICAL	SALES
THE DESIGN OF THIS WATCH IS					

⋮

No.777 2000/1/30 09:12:40	ABOUT PRICE				
	PRICE				
	FEMALE	25	TOKYO	SOFTWARE	ENGINEERING DEVELOPMENT
THE PRICE OF THIS WATCH IS					

73

74

$$\{G_2$$

INQUIRY INPUT FORM	
● NAME:	<input type="text"/>
● KANA:	<input type="text"/>
● AGE:	<input type="text"/> YEARS
● SEX:	<input type="radio"/> MALE <input type="radio"/> FEMALE
● OCCUPATION:	<input type="text" value="SELECT OCCUPATION"/> ▼
● POSTAL CODE:	<input type="text"/>
● PREFECTURE:	<input type="text" value="SELECT PREFECTURE"/> ▼
● ADDRESS:	<input type="text"/>
● TELEPHONE NO. (INCL. CELL-PHONE):	<input type="text"/>
● E-MAIL :	<input type="text"/>
1. INTERESTED IN ANY PRODUCT?	
<input type="radio"/> XXXX	<input type="radio"/> XXXX
<input type="radio"/> XXXX	<input type="radio"/> XXXX
<input type="radio"/> NONE	
2. YOU LIKE WHICH POINT ? (PLURALITY OF ANSWERS ACCEPTED):	
<input type="checkbox"/> DESIGN OF DIAL PLATE	<input type="checkbox"/> DESIGN OF FRAME
<input type="checkbox"/> PRODUCT NAME	<input type="checkbox"/> MIRROR FINISH
<input type="checkbox"/> WINDING CROWN	<input type="checkbox"/> PROJECT ITSELF
<input type="checkbox"/> DESIGN OF WATCHBAND	<input type="checkbox"/> PRICE
<input type="checkbox"/> SENSE OF MATERIAL	<input type="checkbox"/> BACK CASE MARKING
<input type="checkbox"/> COLOR OF DIAL PLATE	<input type="checkbox"/> FUNCTION
<input type="checkbox"/> SIZE	
<input type="checkbox"/> OTHER	<input type="text"/>
COMMENT ON PARTICULAR POINT YOU LIKE (WITHIN 300 WORDS)	
<input type="text"/>	

FIG.16

<(INQUIRY INPUT FORM CONTINUED)>

3. YOU DON'T LIKE WHICH POINT? (PLURALITY OF ANSWERS ACCEPTED)

- ☐ DESIGN OF DIAL PLATE ☐ DESIGN OF FRAME ☐ DESIGN OF WATCHBAND ☐ SENSE OF MATERIAL ☐ COLOR OF DIAL PLATE
☐ PRODUCT NAME ☐ PRICE ☐ FUNCTION ☐ SIZE ☐ WINDING CROWN

☐ OTHER

COMMENT ON PARTICULAR POINT YOU DON'T LIKE
(WITHIN 300 WORDS)

4. YOU FEEL WHAT IMAGE ABOUT THE PRODUCT?
(PLURALITY OF ANSWERS ACCEPTED)

- ☐ SIMPLE ☐ MESSY ☐ BRAND-NEW ☐ PLAIN ☐ URBAN
☐ CONSERVATIVE ☐ STRANGE ☐ GENERAL ☐ SPORTY ☐ FORMAL
☐ NOT SEEN BEFORE ☐ SEEN BEFORE ☐ FASHIONABLE ☐ ORDINARY ☐ ACTIVE
☐ PASSIVE ☐ GROOVY ☐ CYBERESQUE

☐ OTHER

5. YOU LIKE TO WEAR ON WHICH OCCASION? (PLURALITY OF ANSWERS ACCEPTED)

- ☐ BUSINESS ☐ DATING ☐ HOLIDAY ☐ FORMAL
 (WEDDING CEREMONY, PARTY)

☐ OTHER

⋮

THANK YOU FOR COOPERATION.
 IF OK, PRESS SEND BUTTON.
 IF DOING AGAIN, PRESS CLEAR BUTTON.

75

76

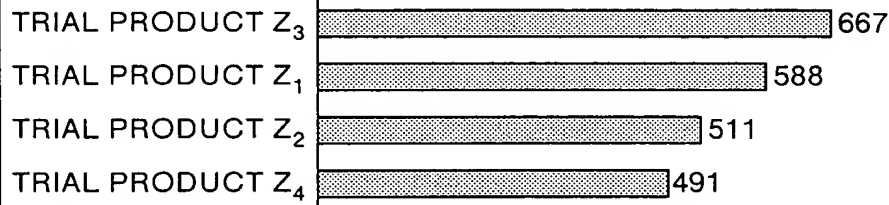
G₂

001220" 2224960

FIG.17

G₃

<POPULARITY RANKING OF TRIAL PRODUCT VERSION Z>



* NUMERAL SHOWS NUMBER OF
VOTES OBTAINED.

RANK 1
(667 VOTES)

TRIAL PRODUCT Z₃

COMMENT

WZ₃

RANK 2
(588 VOTES)

TRIAL PRODUCT Z₁

COMMENT

+++++++

WZ₁

RANK 3
(511 VOTES)

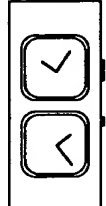
TRIAL PRODUCT Z₂

COMMENT

XXXXXXXXX

WZ₂

RANK 4
(491 VOTES)

TRIAL PRODUCT Z₄

COMMENT

#####

WZ₄

FIG.18

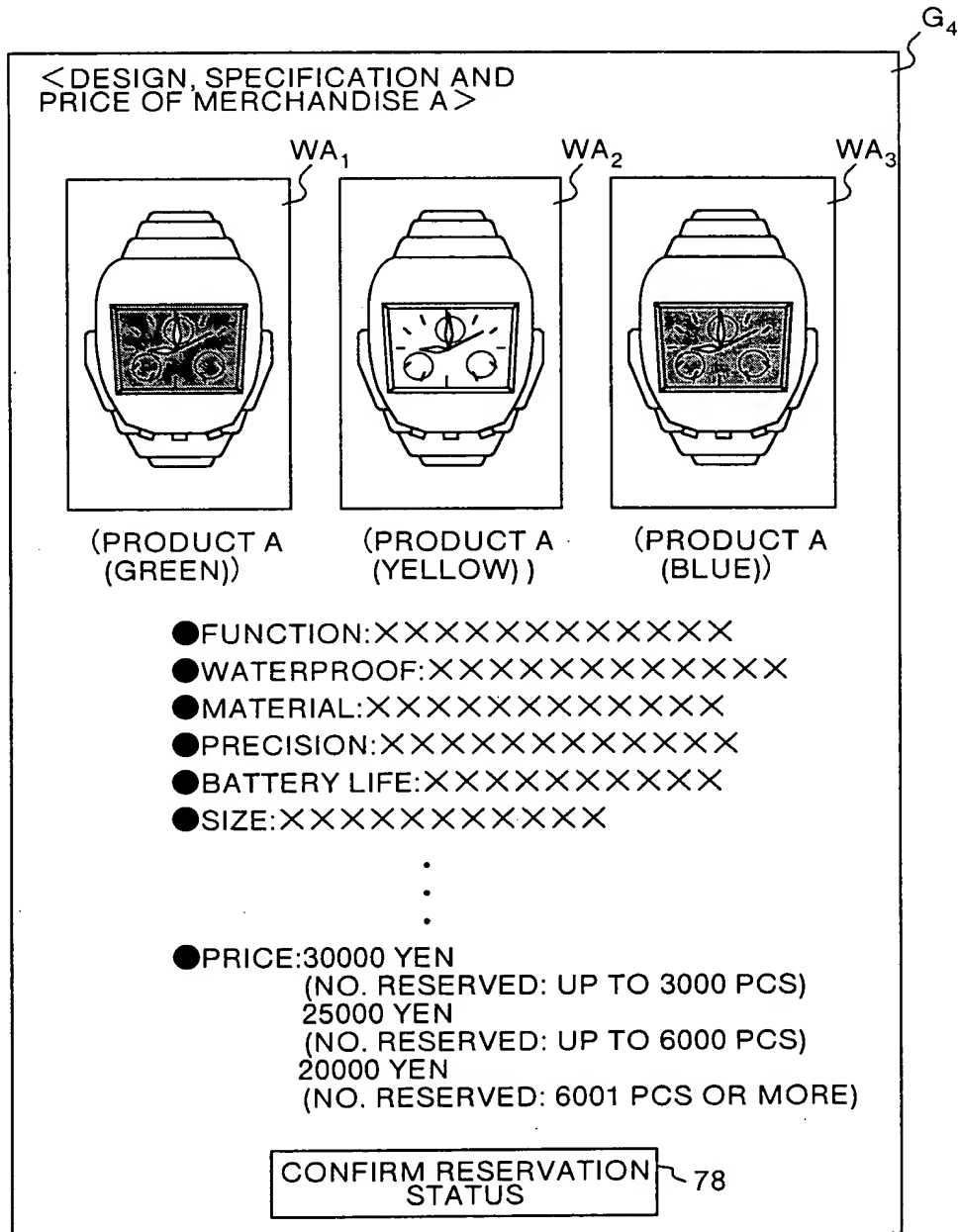


FIG.19

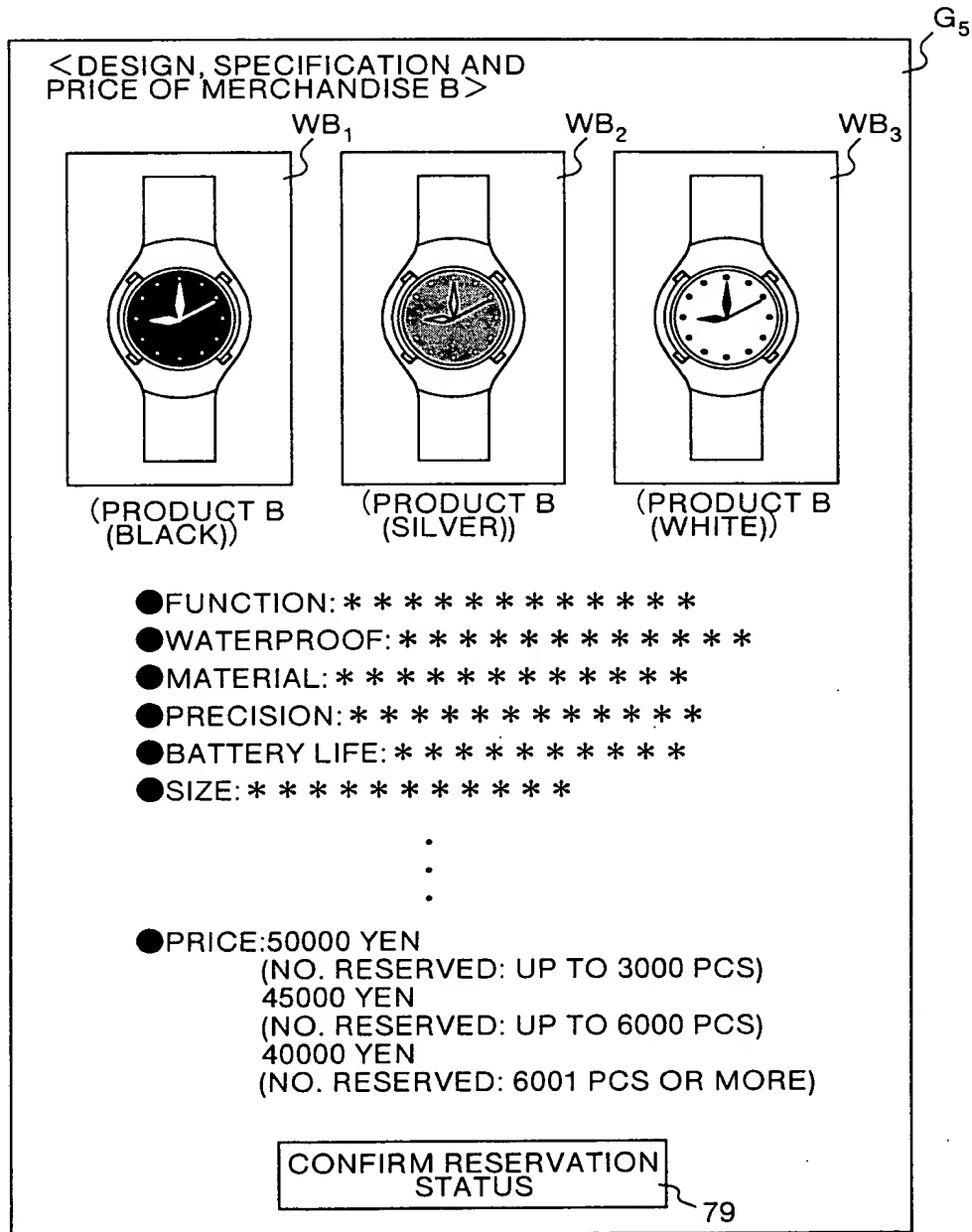


FIG.20

G₆

<RESERVATION STATUS>

NO. RESERVED
AT THE PRESENT: AS OF 23:00,FEBRUARY 29

MERCHANDISE A	9	8	PCS
MERCHANDISE B	2	6	PCS

80

RESERVATION OVER THE INTERNET
WILL BE CLOSED ON APRIL 23.
YOU CAN RESERVE IN THE FORM OF
THIS HOME PAGE.

RESERVE

 81

FIG.21

G₇

<RESERVATION ACCEPTANCE FORM>

● NAME:
 ● KANA:
 ● AGE: YEARS
 ● SEX: ☐ MALE ☐ FEMALE
 ● OCCUPATION: ▾
 ● POSTAL CODE:
 ● PREFECTURE: ▾
 ● ADDRESS:
 ● TELEPHONE NO.
 (INCL. CELL-PHONE):
 ● E-MAIL:

SPECIFY MERCHANDISE AND QUANTITY.

◆ PC. 83
 82
 ◆ PC. 85
 84

IF OK, PRESS SEND BUTTON.
 IF DOING AGAIN, PRESS CLEAR BUTTON.

86 87

FIG.22

G₈

<CATALOG REQUEST FORM>

● NAME:

● KANA:

● AGE:

● SEX: ☐ MALE ☐ FEMALE

● OCCUPATION: ▾

● POSTAL CODE:

● PREFECTURE: ▾

● ADDRESS:

● TELEPHONE NO.
(INCL. CELL-PHONE):

● E-MAIL:

⋮

MERCHANDISE CATALOG WILL BE SENT TO YOU
AFTER CONFIRMING YOUR MAIL.

IF OK, PRESS SEND BUTTON.
IF DOING AGAIN, PRESS CLEAR BUTTON.

⁸⁸ ⁸⁹

FIG.23

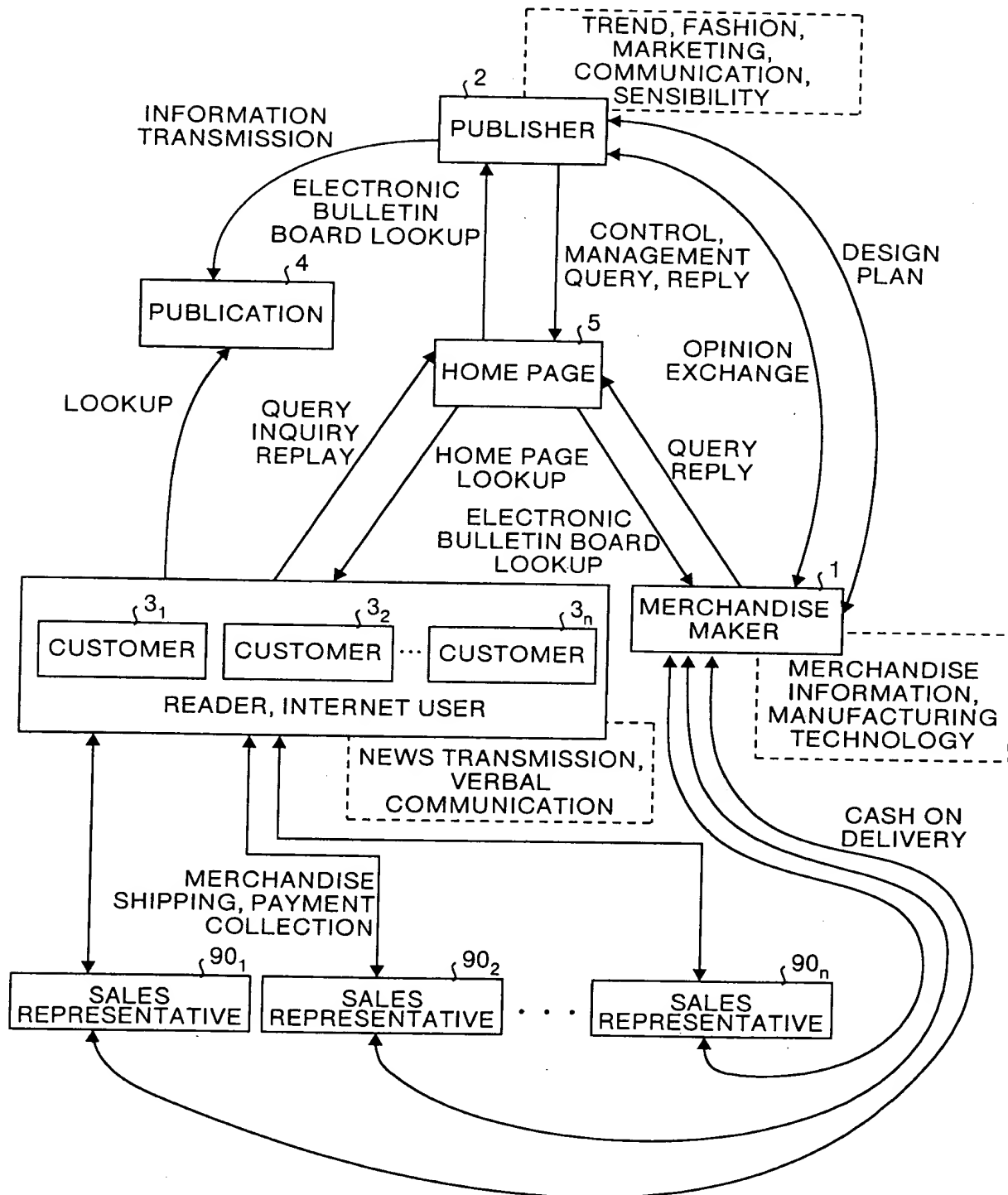


FIG.24

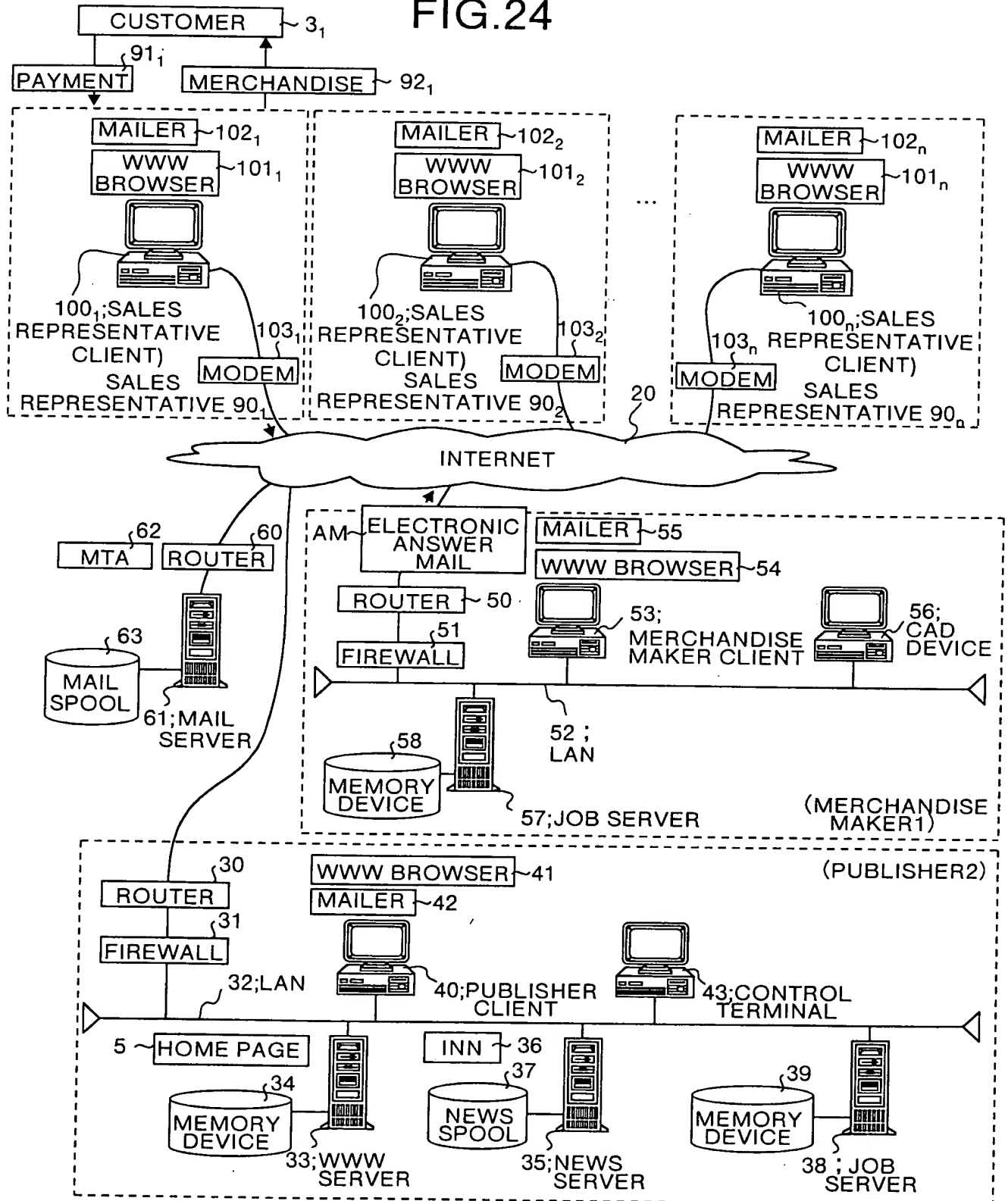


FIG.25

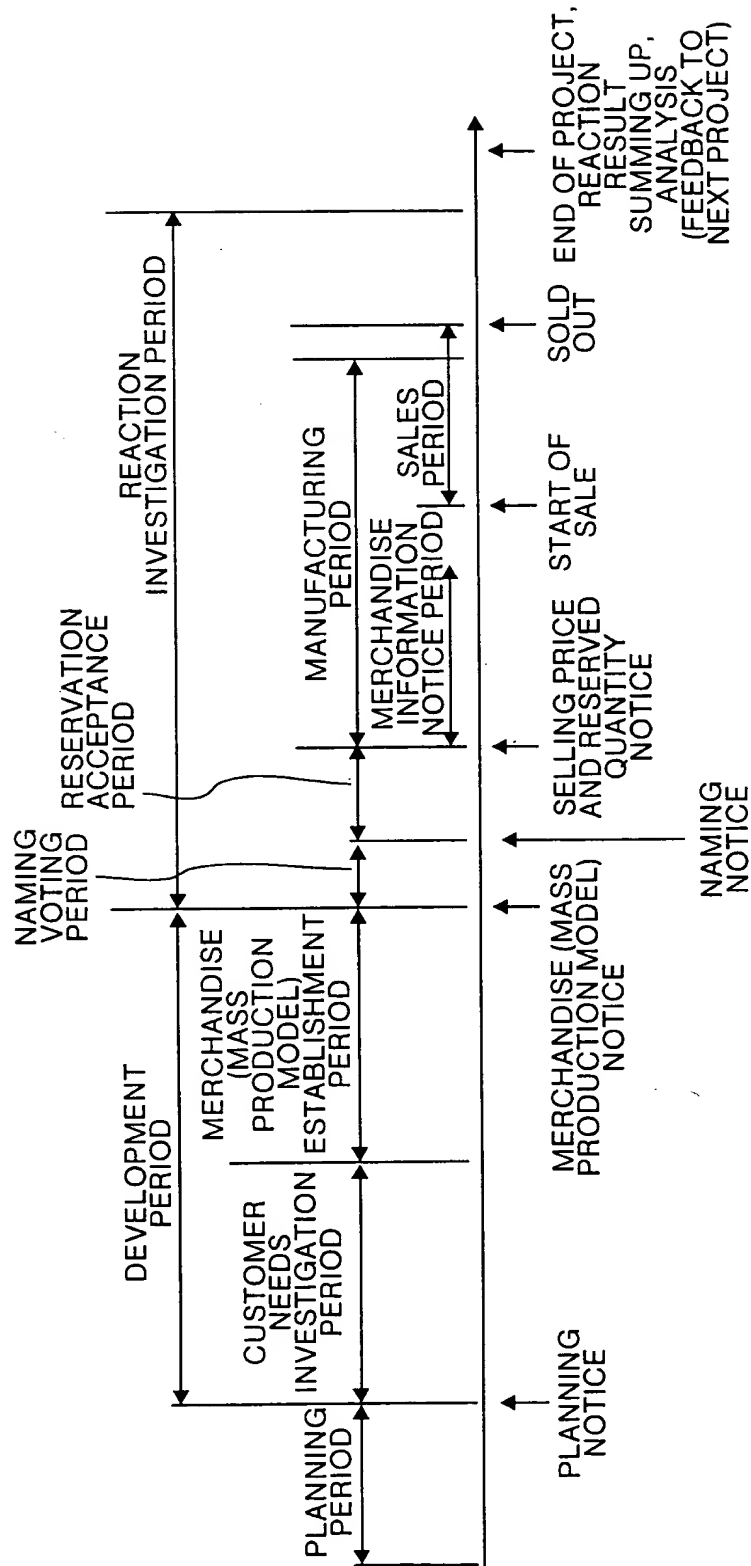


FIG.26

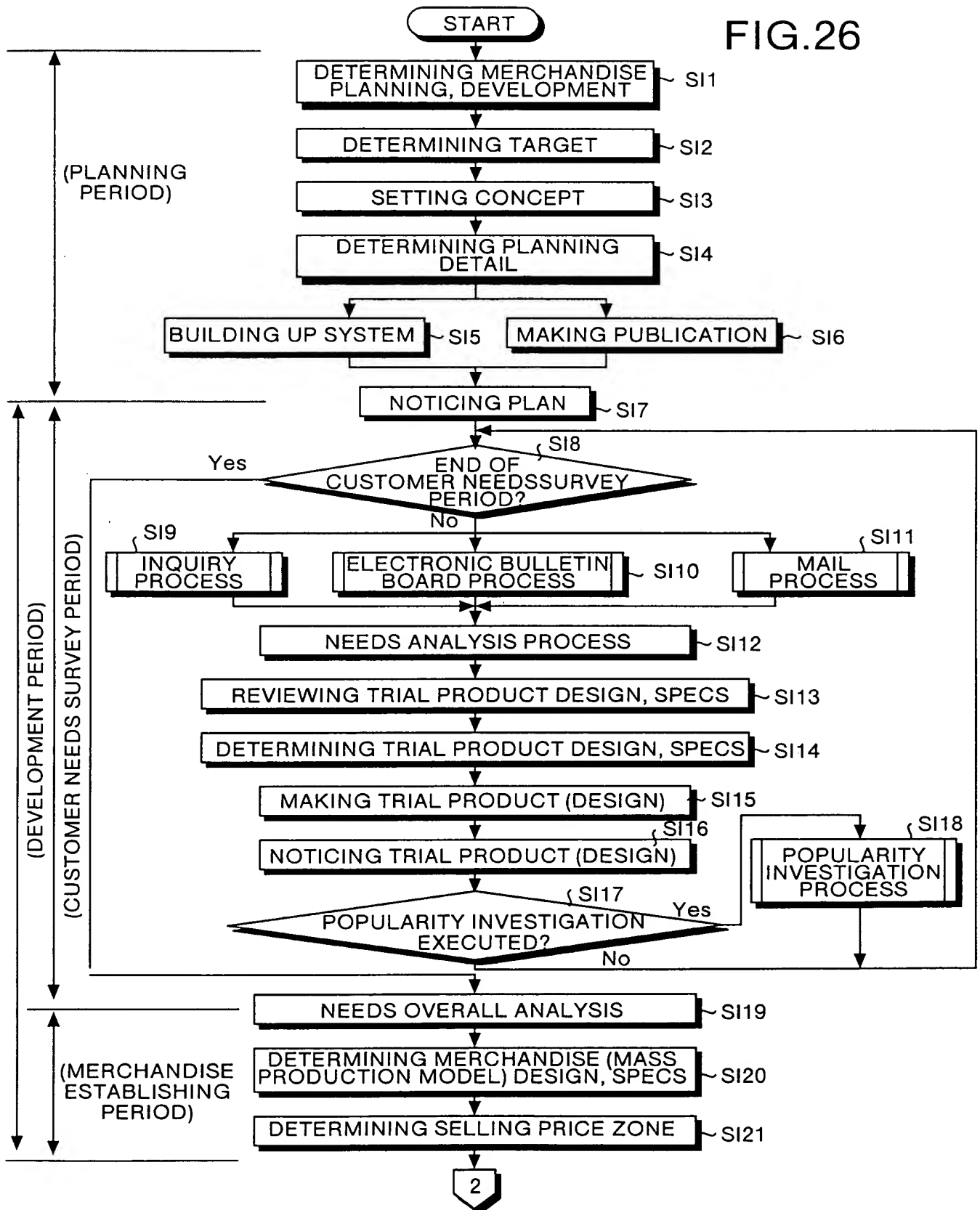
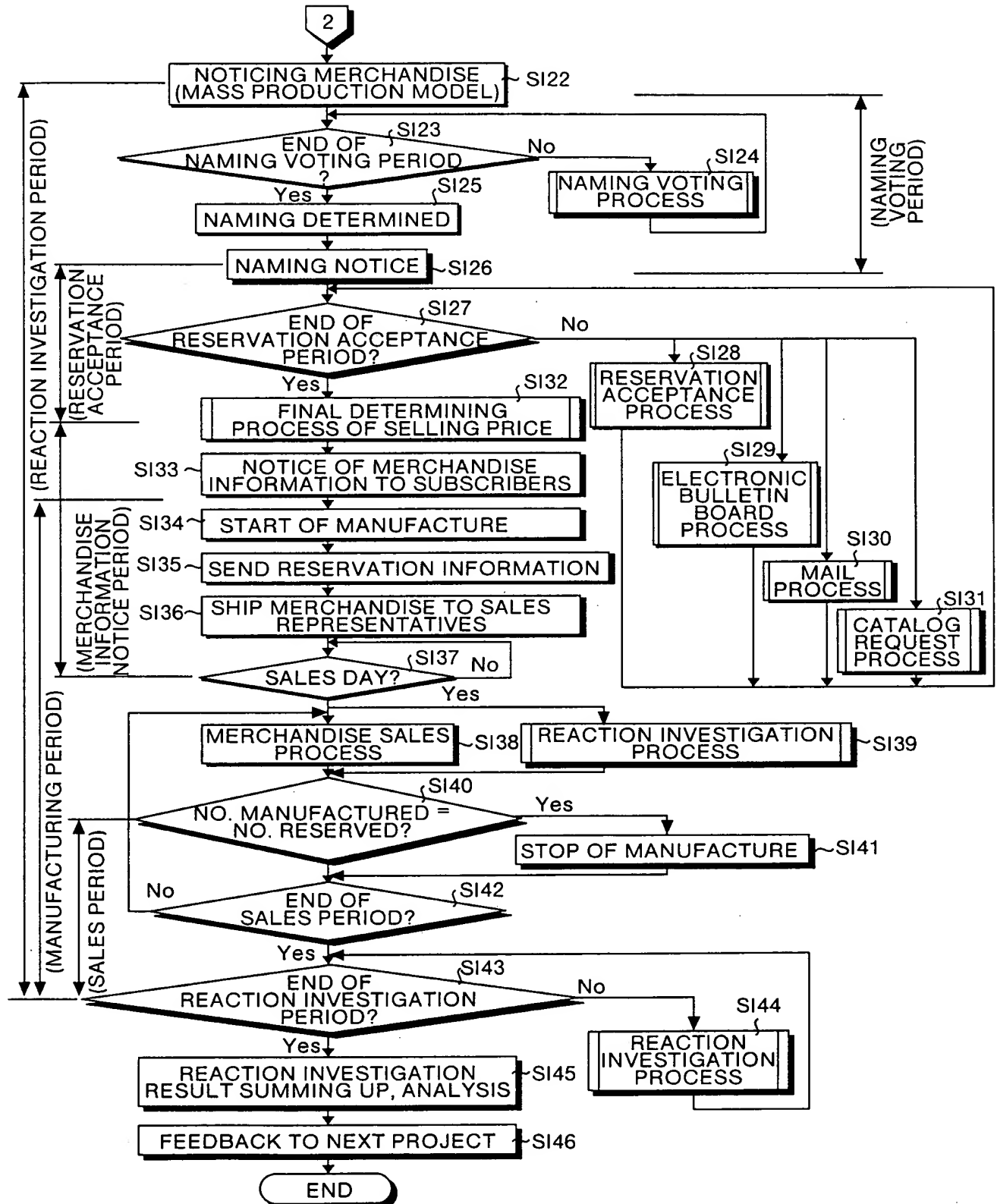


FIG.27



001280" 2224950

FIG.28

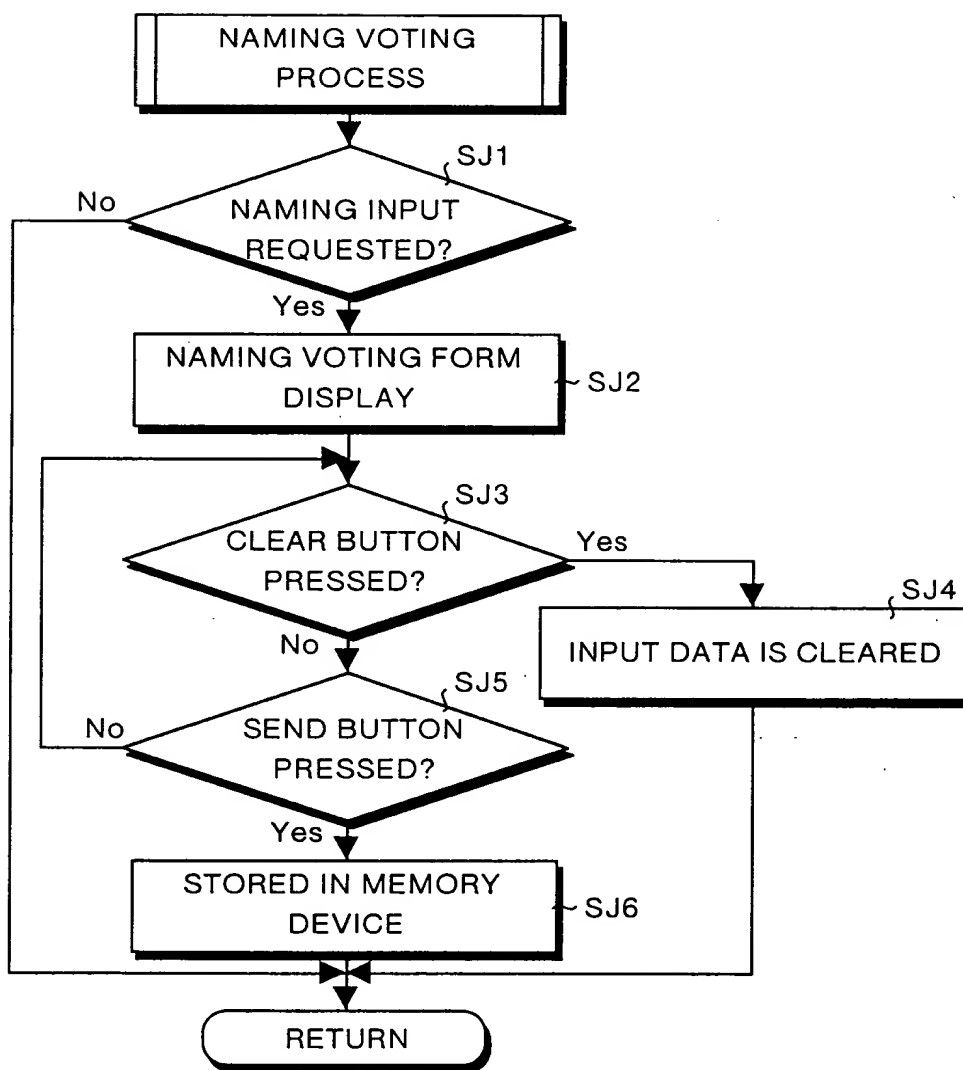


FIG.29

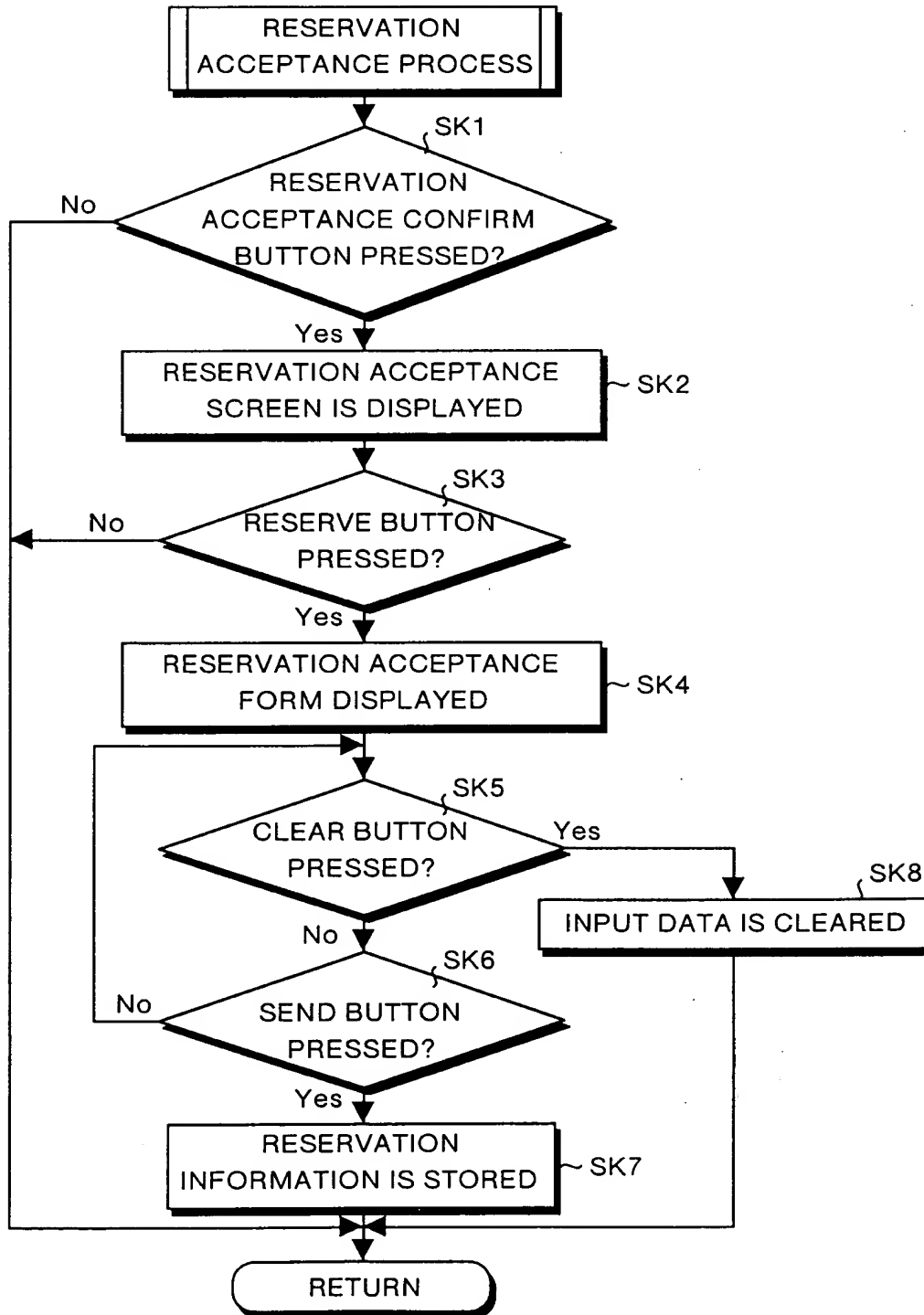
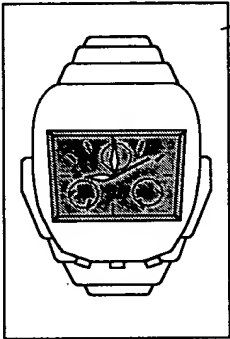


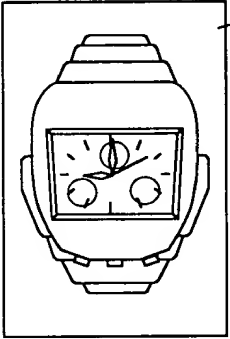
FIG.30

<DESIGN, SPECIFICATION AND PRICE OF MERCHANDISE A>



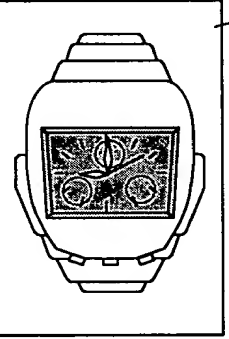
WA₁

(PRODUCT A
(GREEN))



WA₂

(PRODUCT A
(YELLOW))



WA₃

(PRODUCT A
(BLUE))

●FUNCTION:XXXXXXXXXXXXX
 ●WATERPROOF:XXXXXXXXXXXXX
 ●MATERIAL:XXXXXXXXXXXXX
 ●PRECISION:XXXXXXXXXXXXX
 ●BATTERY LIFE:XXXXXXXXXXXXX
 ●SIZE:XXXXXXXXXXXXX
 .
 .
 .

●PRICE:30000 YEN
 (NO. RESERVED: UP TO 3000 PCS)
 25000 YEN
 (NO. RESERVED: UP TO 6000 PCS)
 20000 YEN
 (NO. RESERVED: 6001 PCS OR MORE)

78
 CONFIRM RESERVATION
STATUS

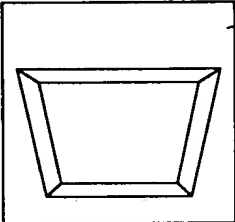
110
 CUSTOMIZE

FIG.31

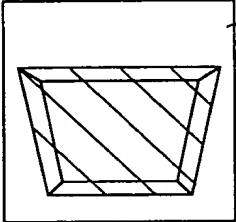
G₁₀

<CUSTOMIZING PARTS OF MERCHANDISE A>

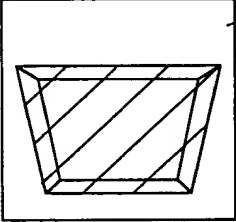
<WATCH CRYSTAL: 3 TYPES>



(WATCH CRYSTAL AF₁)



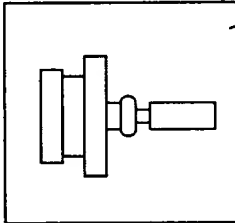
(WATCH CRYSTAL AF₂)



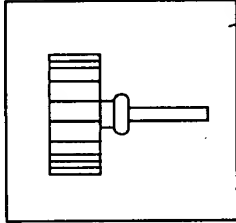
(WATCH CRYSTAL AF₃)

GAR₁ GAR₂ GAR₃

<WINDING CROWN: 2 TYPES>



(WINDING CROWN AR₁)



(WINDING CROWN AR₂)

GAR₁ GAR₂

SELECT YOUR CHOICE FOR CUSTOMIZING.

◆WATCH CRYSTAL ☒ AF₁ ☐ AF₂ ☐ AF₃

◆WINDING CROWN ☒ AR₁ ☐ AR₂

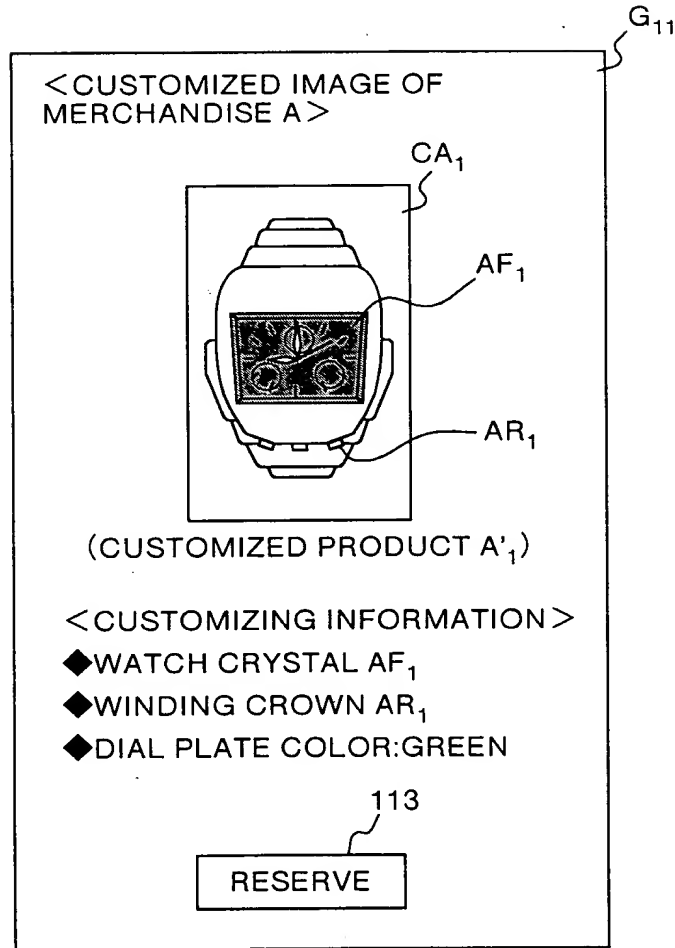
◆DIAL PLATE COLOR ☒ GREEN ☐ YELLOW ☐ BLUE

111

110

DISPLAY CUSTOMIZED IMAGE

FIG.32



G_{12}

<RESERVATION ACCEPTANCE FORM>

● NAME:

● KANA:

● AGE:

● SEX:

● OCCUPATION:

● POSTAL CODE:

● PREFECTURE:

● ADDRESS:

● TELEPHONE NO.
(INCL. CELL-PHONE):

● E-MAIL:

● PROFILE:

YEARS

☐ MALE
☐ FEMALE

SELECT OCCUPATION
▼

SELECT PREFECTURE
▼

SURFER TYPE
▼

SPECIFY MERCHANDISE AND QUANTITY.

◆ PC.

82

83

◆ PC.

84

85

CUSTOMIZED PRODUCT A₁
(GREEN)

114

1

PC.

115

MERCHANDISE DELIVERY METHOD

☒ SALES REPRESENTATIVE

☐ CASH ON DELIVERY

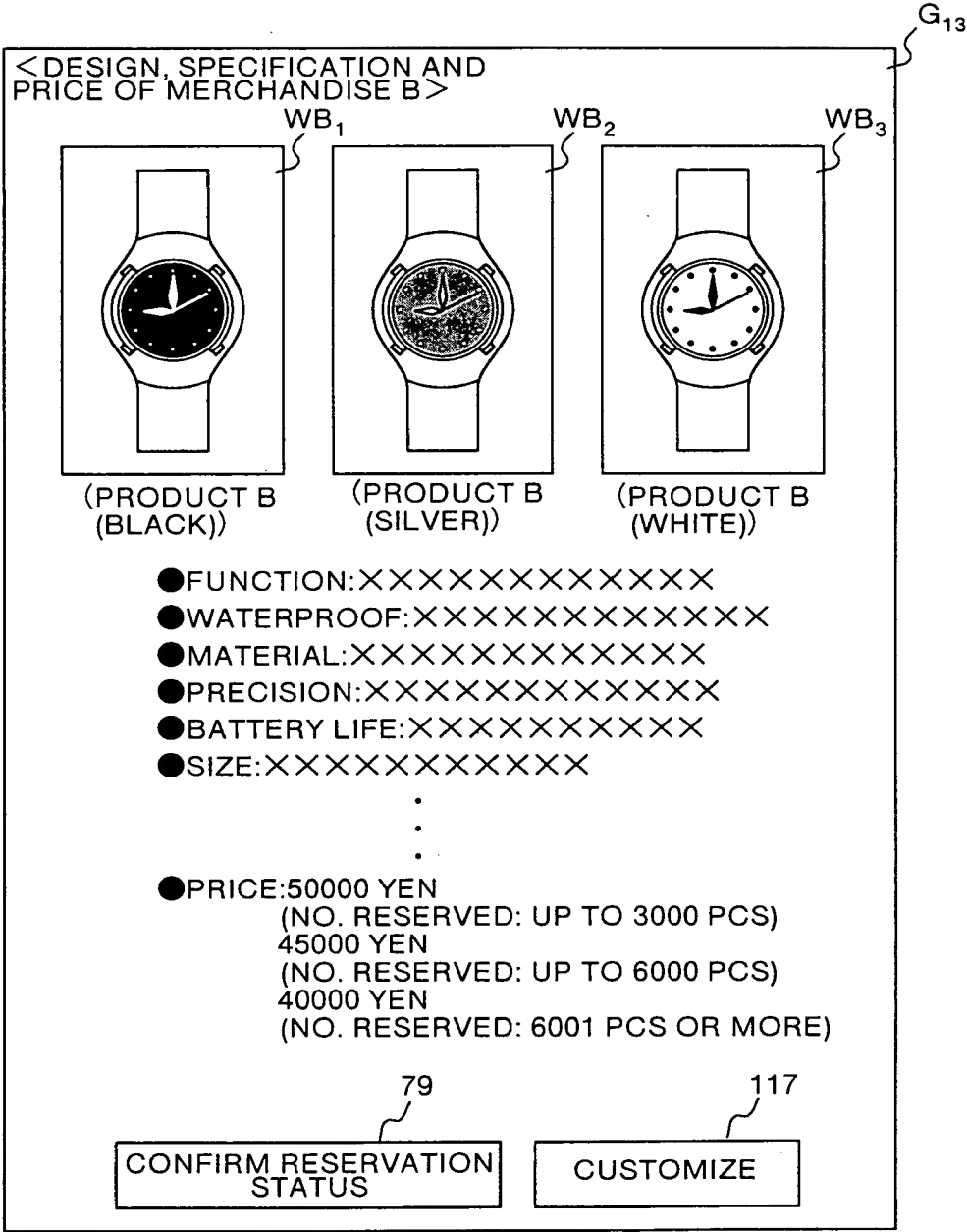
IF OK, PRESS SEND BUTTON.

IF DOING AGAIN, PRESS CLEAR BUTTON.

SEND

CLEAR

FIG.34



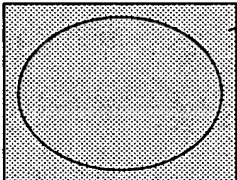
001280" 2224960

FIG.35

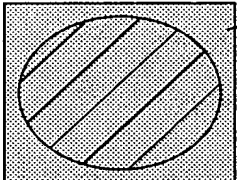
G₁₄

<CUSTOMIZING PARTS OF MERCHANDISE B>

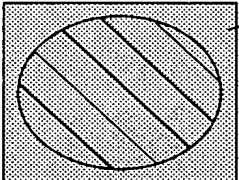
<WATCH CRYSTAL:3 TYPES>



(WATCH CRYSTAL BF₁)



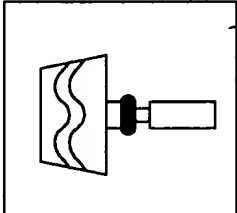
(WATCH CRYSTAL BF₂)



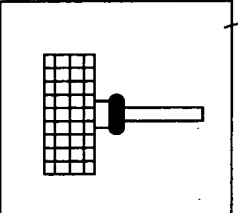
(WATCH CRYSTAL BF₃)

GBF₁ GBF₂ GBF₃

<WINDING CROWN:2 TYPES>



(WINDING CROWN BR₁)



(WINDING CROWN BR₂)

GBR₁ GBR₂

SELECT YOUR CHOICE FOR CUSTOMIZING.

◆WATCH CRYSTAL ☒BF₁ ☐BF₂ ☐BF₃ 118

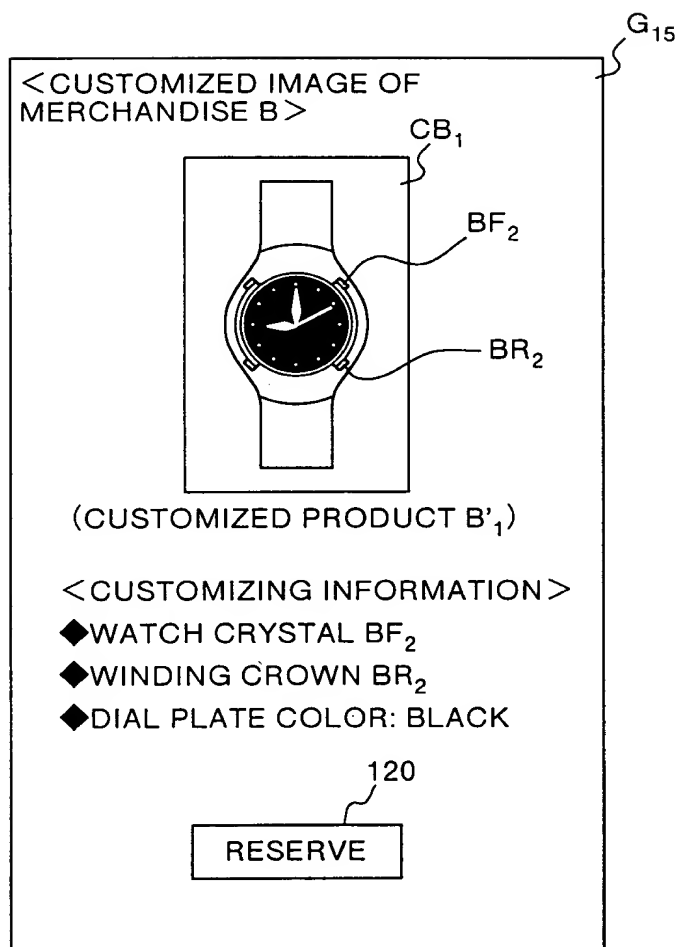
◆WINDING CROWN ☒BR₁ ☐BR₂

◆DIAL PLATE COLOR ☒BLACK ☐SILVER ☐WHITE

119

DISPLAY CUSTOMIZED IMAGE

FIG.36



G₁₆

124

FIG.38

G₁₇

NOTICE OF CONFIRMING
NAMING

THE NAMING HAS BEEN CONFIRMED AS
FOLLOWS AMONG MANY VOTED NAMES.

MERCHANDISE A: X X X X X X
NAMED BY: M. , 26, OFFICE WORKER, TOKYO

MERCHANDISE B: Y Y Y Y Y Y
NAMED BY: M. , 35, PROPRIETOR, OKINAWA

09642227 " 082100

FIG.39

G₁₈

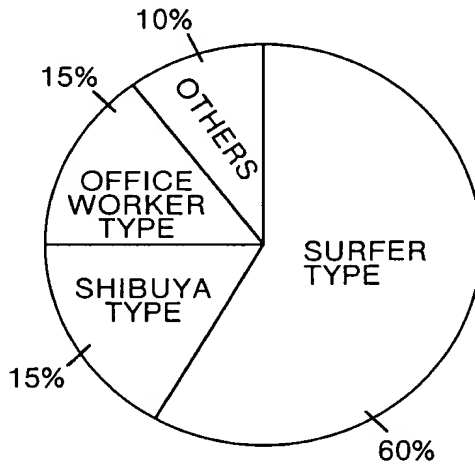
<RESERVATION STATUS>

NO. RESERVED
AT THE PRESENT: AS OF 23:00, FEBRUARY 29

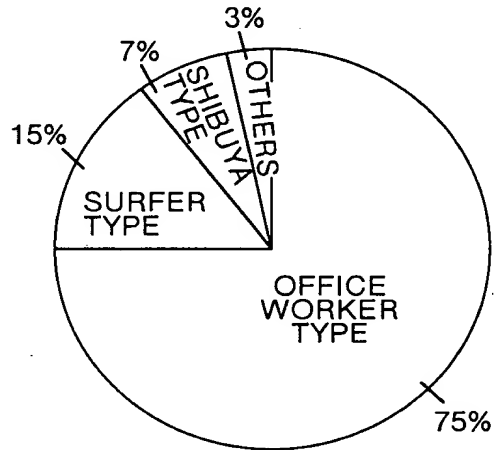
MERCHANDISE A	9	8	PCS	
MERCHANDISE B	2	6	4	PCS

80

~80



(PROFILE OF SUBSCRIBERS OF
MERCHANDISE A)



(PROFILE OF SUBSCRIBERS OF
MERCHANDISE B)

RESERVATION OVER THE INTERNET
WILL BE CLOSED ON APRIL 23.

YOU CAN RESERVE IN THE FORM OF
THIS HOME PAGE.

RESERVE ~126

001280" 2224960

FIG. 40

[illegible]

FIG.41A

H₁

CUSTOMERS	1-3000	3001-6000	6001-
PRICE	20000 YEN	25000 YEN	30000 YEN

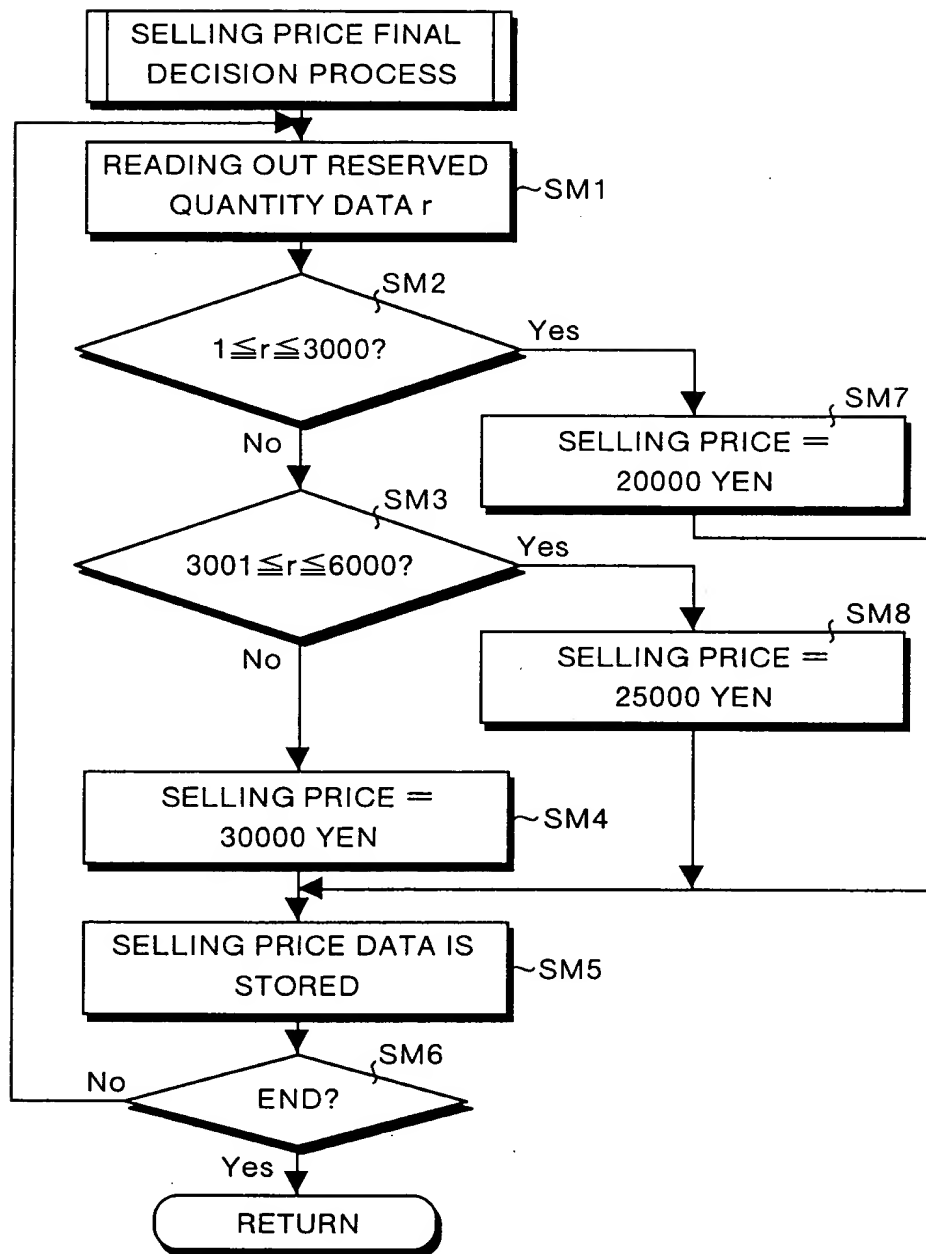
FIG.41B

H₂

PERIOD	3/1-3/31	4/1-4/30	5/1-
PRICE	20000 YEN	25000 YEN	30000 YEN

001280/2224960

FIG.42



001280" 2224960

FIG.44A

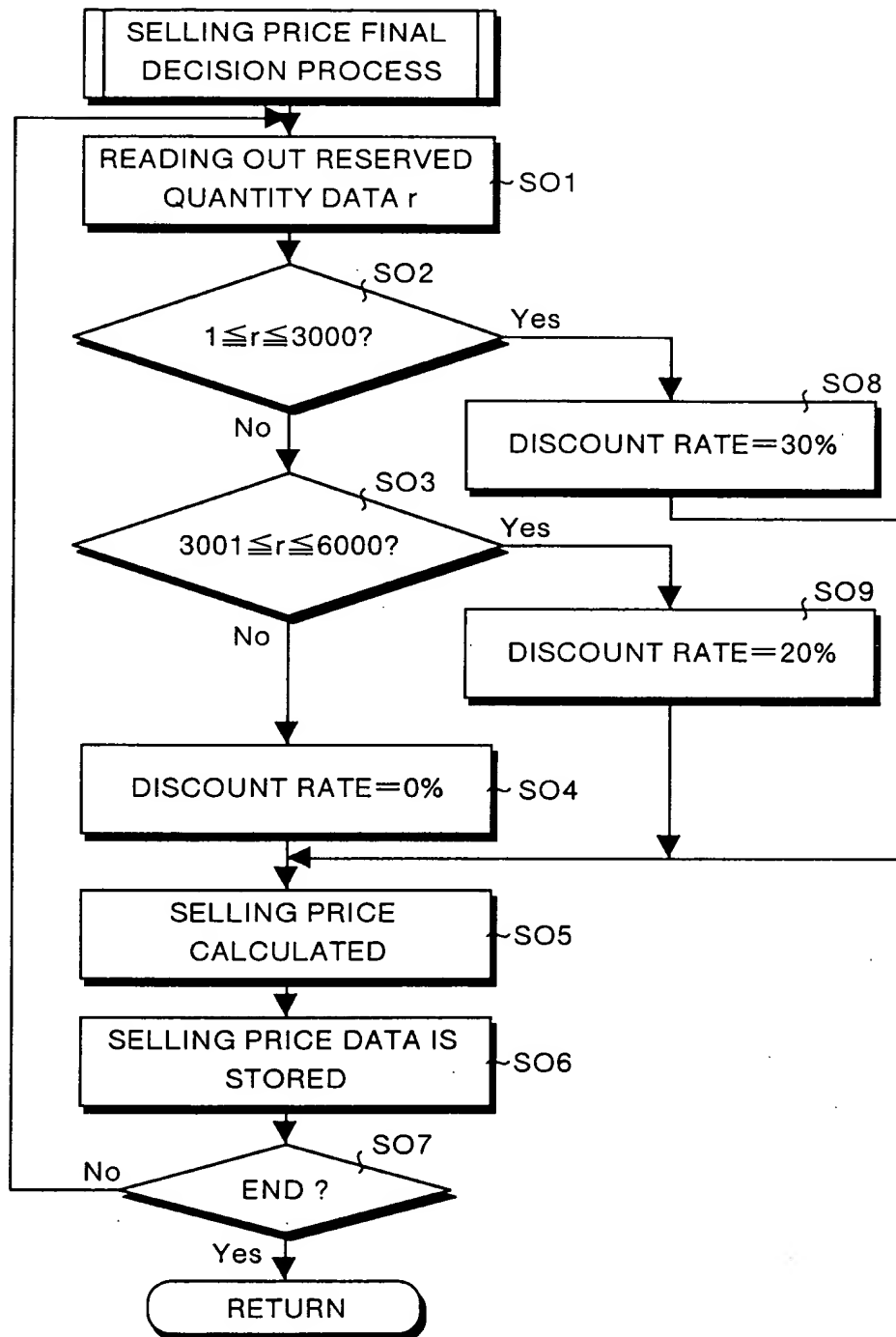
CUSTOMERS	1-3000	3001-6000	6001- ^{H₃}
DISCOUNT RATE	30%	20%	0%

FIG.44B

RESERVATION SOLD-OUT TIME	LESS THAN 5 MIN	5 TO LESS THAN 10 MIN	10 MIN OR MORE ^{H₄}
PRICE	20000 YEN	25000 YEN	30000 YEN

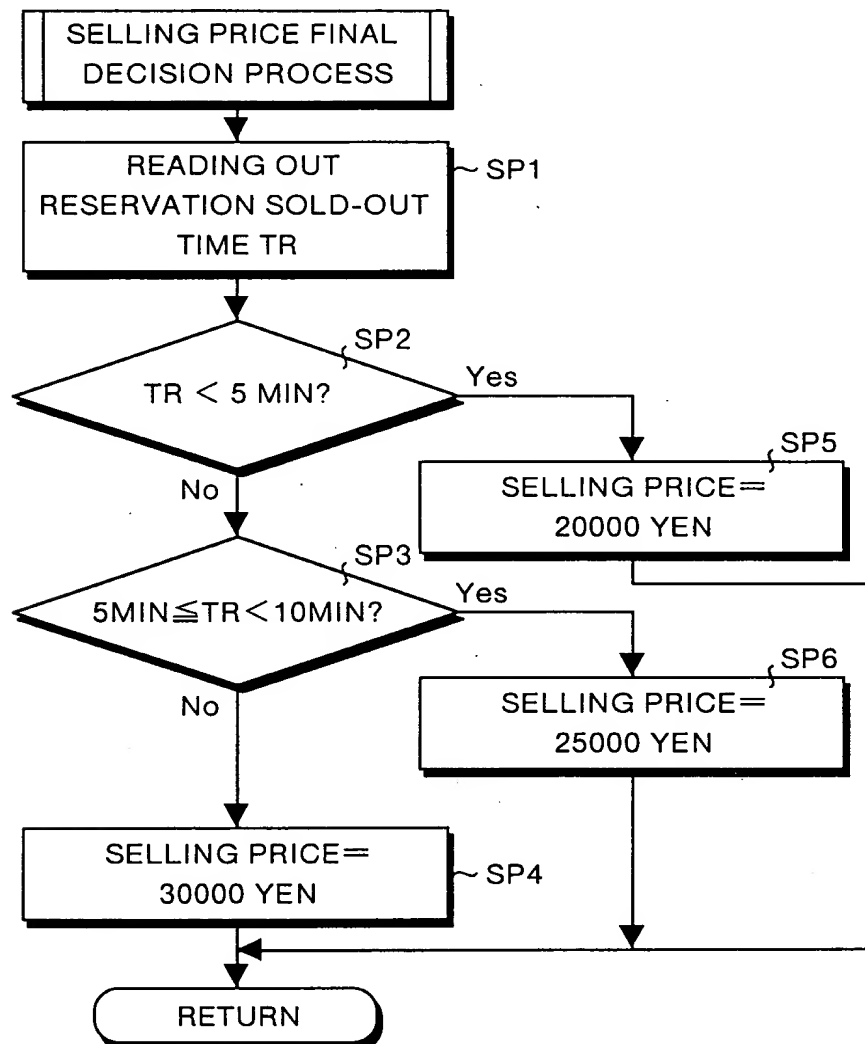
001230" 2224960

FIG.45



09642227 082100

FIG.46



0014230 2224960

FIG.47

G₁₉

<AUCTION BIDDING FORM>

● NAME:	<input type="text"/>
● KANA:	<input type="text"/>
● AGE:	<input type="text"/> YEARS
● SEX:	<input type="radio"/> MALE <input type="radio"/> FEMALE
● OCCUPATION:	<input type="text" value="SELECT OCCUPATION"/> ▾
● POSTAL CODE:	<input type="text"/>
● PREFECTURE:	<input type="text" value="SELECT PREFECTURE"/> ▾
● ADDRESS:	<input type="text"/>
● TELEPHONE NO. (INCL. CELL-PHONE):	<input type="text"/>
● E-MAIL:	<input type="text"/>

◆TENDER IN 1000 YEN UNITS

BIDDING AMOUNT FOR MERCHANDISE A	<input type="text" value="13000"/> YEN	127
BIDDING AMOUNT FOR MERCHANDISE B	<input type="text" value="37000"/> YEN	128

TENDER

129

CLEAR

130

001280" 2224960

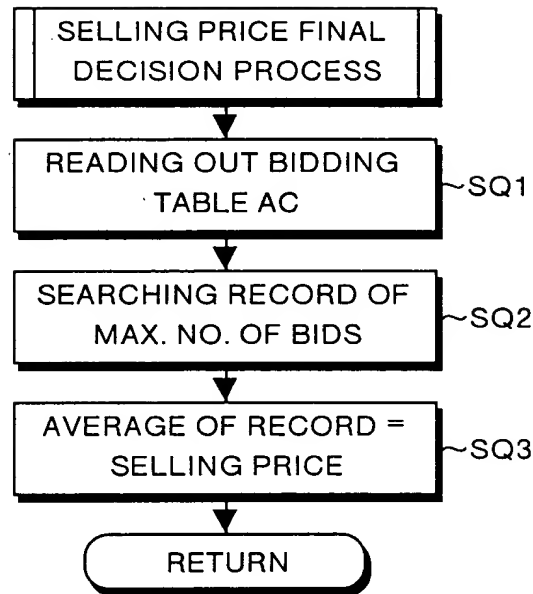
FIG.48

AC

BIDDING AMOUNT	NO. OF BIDS FOR MERCHANDISE A	AVERAGE AMOUNT	NO. OF BIDS FOR MERCHANDISE B	AVERAGE AMOUNT
1000~5000 YEN	4	4300	10	3600
6000~10000 YEN	51	7500	25	8300
11000~15000 YEN	185	12200	462	14500
16000~20000 YEN	317	18000	101	17000

0012280 2224960

FIG.49



001280" 4224960

FIG.50

